

**CREATING SHARED VALUE, CHALLENGES, INSTIGATORS AND SWOT
ANALYSIS OF CONSTRUCTION SMES TOWARDS STRATEGIC DEVELOPMENT
OF SUSTAINABLE ENTERPRISES**

Instituto Profissional de Tecnologias Avançadas – IPTA

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Qualified teaching staff • Modern Technological Infrastructures • Network of National and Foreign Partnerships • Programme contents up to date with business reality 	<ul style="list-style-type: none"> • Lack of financial resources • Outdated technology • Low job placement rate at the end of courses • Lack of recognition in the business community
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Strong Demand for Technological Courses • Subsidy or funding programmes: • Development of International Partnerships • Lack of Qualified Labour 	<ul style="list-style-type: none"> • Competition from Other Institutions • Changes in Educational Policies • Rapid Changes in Labour Market Needs • Technological challenges

STRENGTHS Forças	WEAKNESSES Fraquezas
<ul style="list-style-type: none"> • Qualified teaching staff • Modern technological infrastructure • Network of national and international partnerships • Syllabus up to date with business reality 	<ul style="list-style-type: none"> • Lack of financial resources • Outdated technology • Low job placement rate at the end of courses • Lack of recognition in the business community
OPPORTUNITIES Oportunidades	THREATS Ameaças
<ul style="list-style-type: none"> • Strong Demand for Technology Courses • Subsidy or financing programs: • Development of international partnerships • Lack of Qualified Labor 	<ul style="list-style-type: none"> • Competition from other institutions • Changes in Educational Policies • Rapid Changes in Labor Market Needs • Technological challenges

